"1931 - Face the Facts - Lucky Strike Cigarettes | Flickr - Photo Sharing!" *Welcome to Flickr - Photo Sharing*. Web. 27 Sept. 2011. <http://www.flickr.com/photos/clotho98/3969287963/>.

Write a commentary, which analyses this 1930s magazine smoking advertisement:



Guiding Questions

1. How are language and presentational devices employed to support the advertisement’s purpose?

2. How effectively does the advertisement utilise rhetorical devices (e.g pathos, logos, ethos)?

3. To what extent is the advertisement a product of its time? Consider the social and historical context.